

# WHAT TO LOOK FOR WHEN BUYING PROBIOTICS

## 6 Key Factors Every Quality Probiotic Supplement Label Should Tell You

Brought to you by NATREN, probiotic pioneers since 1982

Purchasing probiotic supplements can be a waste of money unless you know how to decipher the language printed on the label. Imagine buying a multivitamin without knowing how much Vitamin C versus Vitamin D versus Vitamin E was in the product; it's the same thing. When purchasing probiotics it's important to not only understand the words, symbols, and abbreviations being used, but also how to spot ambiguities, omissions, and deceptive language on the labels.

To help consumers ensure they're getting living, health-promoting probiotic bacteria in the supplements they're buying, here are 6 key factors to look for.

**1** Potency Guarantee: Each capsule supplies live, active beneficial probiotic bacteria of a minimum of 5 billion cfu of *L. acidophilus* NAS super strain, 20 billion *B. bifidum* Malyoth super strain and 5 billion *L. bulgaricus* LB-51 super strain guaranteed through expiration date, if kept dry and refrigerated.

**2** Suggested Use: Take one capsule daily with unchilled, filtered (chlorine-free) water, preferably with meals to optimize digestion\*. Take Healthy Trinity® at least 2 hours apart from herbs, garlic and prescription drugs for optimal results. The Healthy Start System® (powder formula) is recommended for children under 8 years of age and for those who choose not to swallow capsules.

**3** Supplement Facts

Amount per Serving	%DV†
Calories 5	
Calories from fat 5	
<b>Total Fat</b> less than 1g	<1%
Vitamin C 2mg	3%
<i>Lactobacillus acidophilus</i> Super Strain NAS	5 billion cfu §
<i>Bifidobacterium bifidum</i> Super Strain Malyoth	20 billion cfu §
<i>Lactobacillus bulgaricus</i> Super Strain LB-51 ( <i>L. delbrueckii</i> , subspecies <i>bulgaricus</i> )	5 billion cfu §

**4** Other Ingredients: Sunflower oil, gelatin and mixed tocopherols.  
\*\*Natren does not use ingredients produced using biotechnology.

**5** 90 Capsules

**6** Probiotic Dietary Supplement

**1** Guaranteed 100% Potency through expiration date

**3** Dairy Free Works Throughout the Digestive System

**1** Gluten Free

**1** NATREN HEALTHY TRINITY PROBIOTIC SYSTEM

**1** NATREN HEALTHY TRINITY PROBIOTIC CAPSULES

Researched, formulated and manufactured by Natren

Viable super strain beneficial bacteria *L. acidophilus* NAS, *B. bifidum* Malyoth, and *L. bulgaricus* LB-51 to optimize digestion, support absorption and regularity\*

800-992-3323 www.natren.com Natren® Inc, Westlake Village, CA 91361 Made in USA ©2012

The Probiotic Specialist Recognized Worldwide® since 1982

Version 005

Gluten Free Dairy Free Soy Free NO GMO's\*\* NO FOS

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# WHAT TO LOOK FOR WHEN BUYING PROBIOTICS

## 1. Potency should be guaranteed until expiration date for each species/strain listed on the label.

Guarantees based on potency at the time of manufacture are not appropriate and deceptive.

## 2. Proper storage conditions should be listed on the label and followed during all stages of the distribution chain.

This is especially important for so-called shelf stable products. If potency is guaranteed based on proper storage and handling, then it is fair to ask, what is acceptable storage and handling? Incorrect directions about storage can lead to mishandling throughout distribution channels such as warehouse and shipping where products may be exposed to extreme temperatures for days at a time.

A lack of clarity on storage can result in customers placing temperature sensitive products in hot cars, in sunny windowsills, etc. Yet, the damage to the product during all of these handling steps is not even considered by the manufacturers who claim their product is shelf stable.

## 3. The minimum number of colony forming units (CFUs) per serving should be clearly stated on the label.

Measurements by weight are not scientifically valid methods of counting bacteria and therefore misleading.

## 4. Microorganisms listed on a probiotic label shall be identified at a minimum by both the genus and species names. Natren provides complete transparency providing a strain name as well.

Ex. - *Lactobacillus* (genus) *acidophilus* (species)  
NAS super strain (strain)

Without this information you have no idea what you are taking and therefore what benefit you are getting.

## 5. Refer to website for details. Laboratory data defining the species/strains listed on the label, the potency of each species/strain, and the scientific documentation validating the use of particular species/strains shall be maintained by the manufacturer and made available upon request.

This transparency is becoming more and more important in the marketplace of all nutritional supplements.

## 6. If there are claims for specific benefits, then ask yourself what are the sources of those claims?

When you hear or read about a specific benefit that sounds too good to be true ask yourself: *“How do I know this product actually has this benefit? Are there scientific studies proving this benefit? What is the evidence for this claim?”*



For more information, contact a Natren Probiotic Specialist

**800.992.3323**